

Avature CRM™

The CRM Methodology in Recruiting

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Agenda

- 1. Defining CRM and Talent Pools*
- 2. Building the Strategy*
 - Planning & Research*
 - Development*
 - Execution*
- 3. Getting Buy-in and ROI*

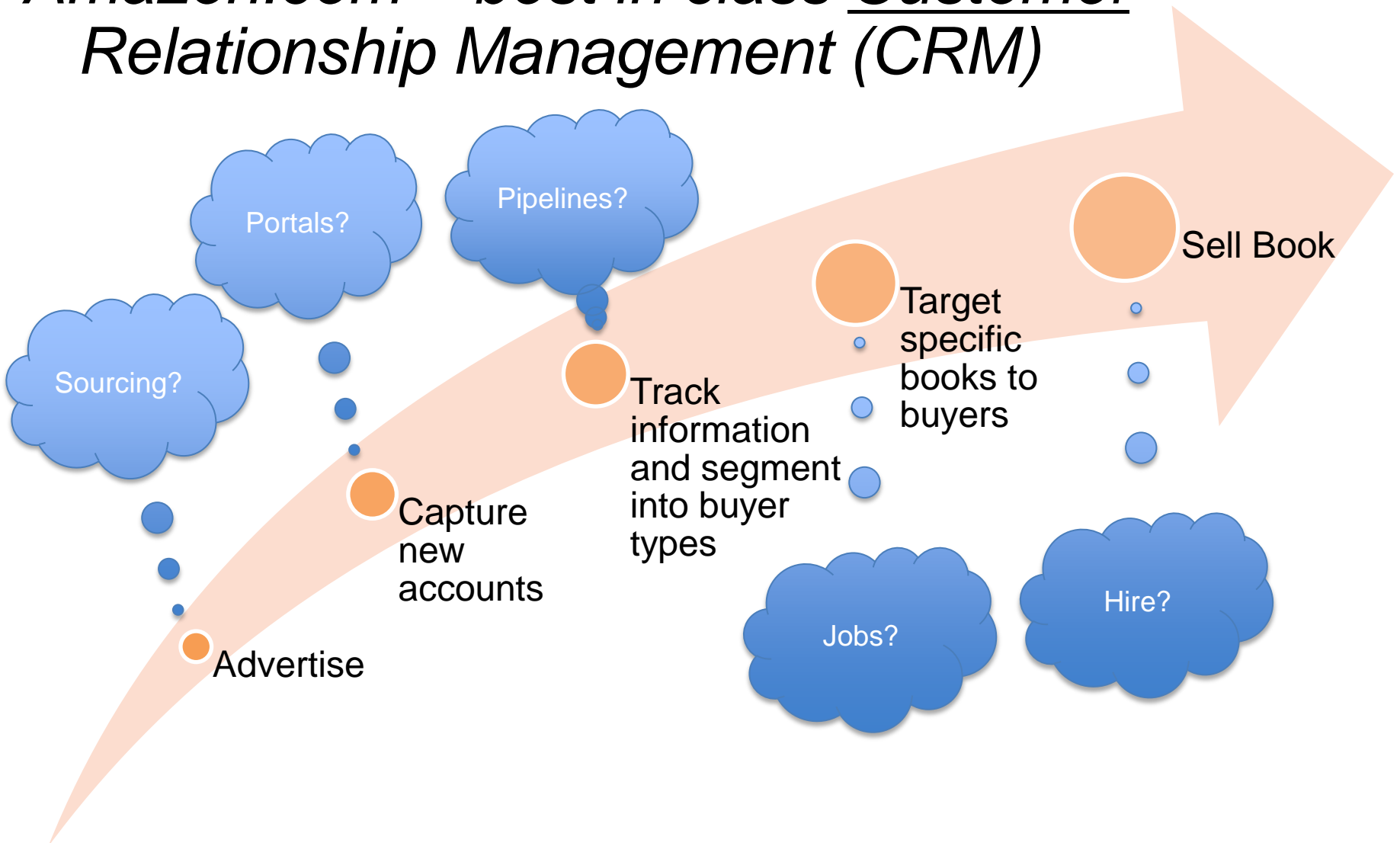
CRM Defined

Just-In-Time Model	CRM Model
100 Years Old	Born in the 1970's
Manufacturing Based Principles	Marketing & Sales Based Principles
Henry Ford	Direct Marketing Industry
Product Centric	Customer Centric
Per Unit Measurement	Quality and Satisfaction Measurement
Transaction	Relationship
Reactive	Proactive

Traditional requisition focused hiring process (Just-in-Time)



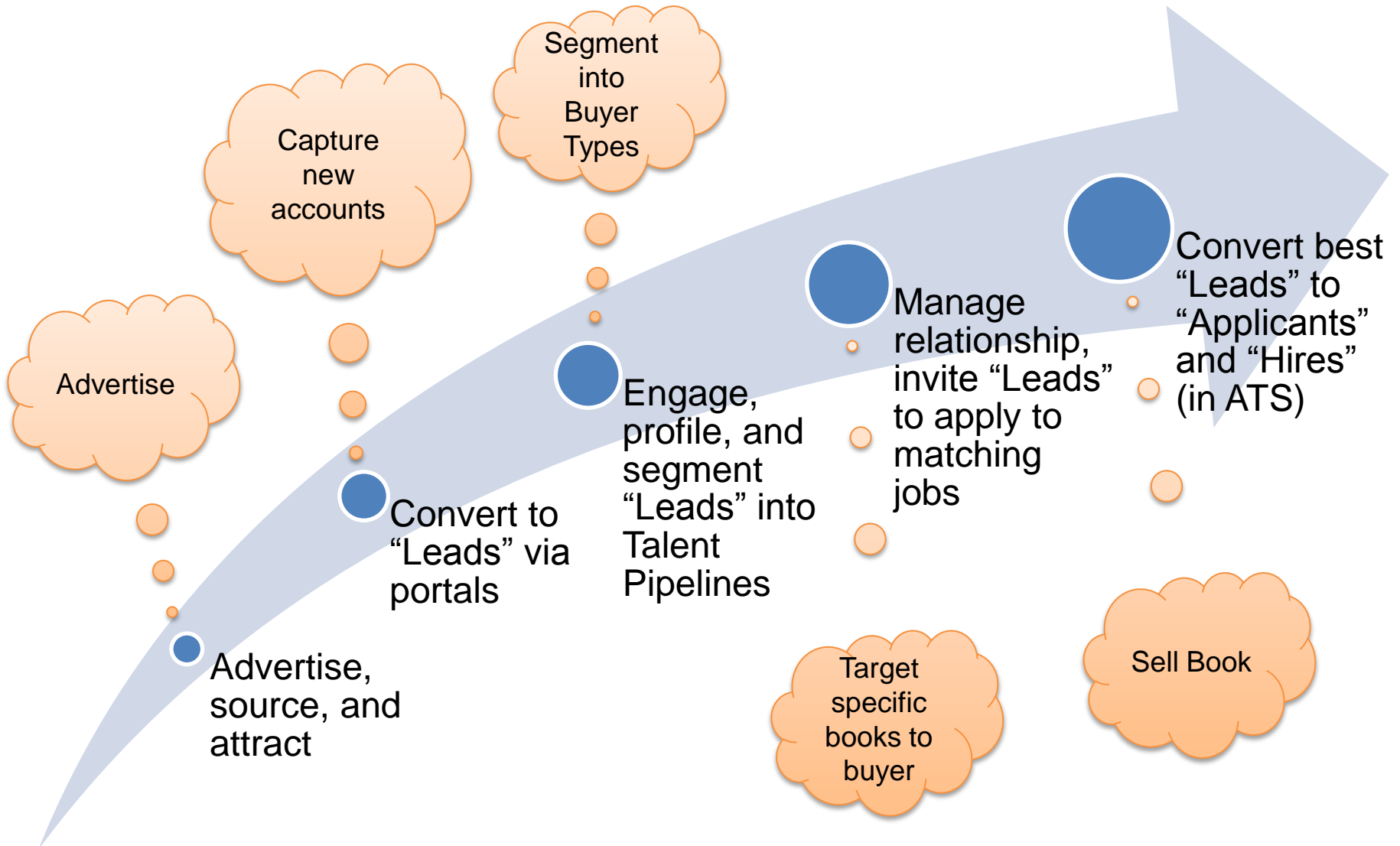
Amazon.com – best in class Customer Relationship Management (CRM)



Can we apply the same principles as Amazon to Talent Acquisition?

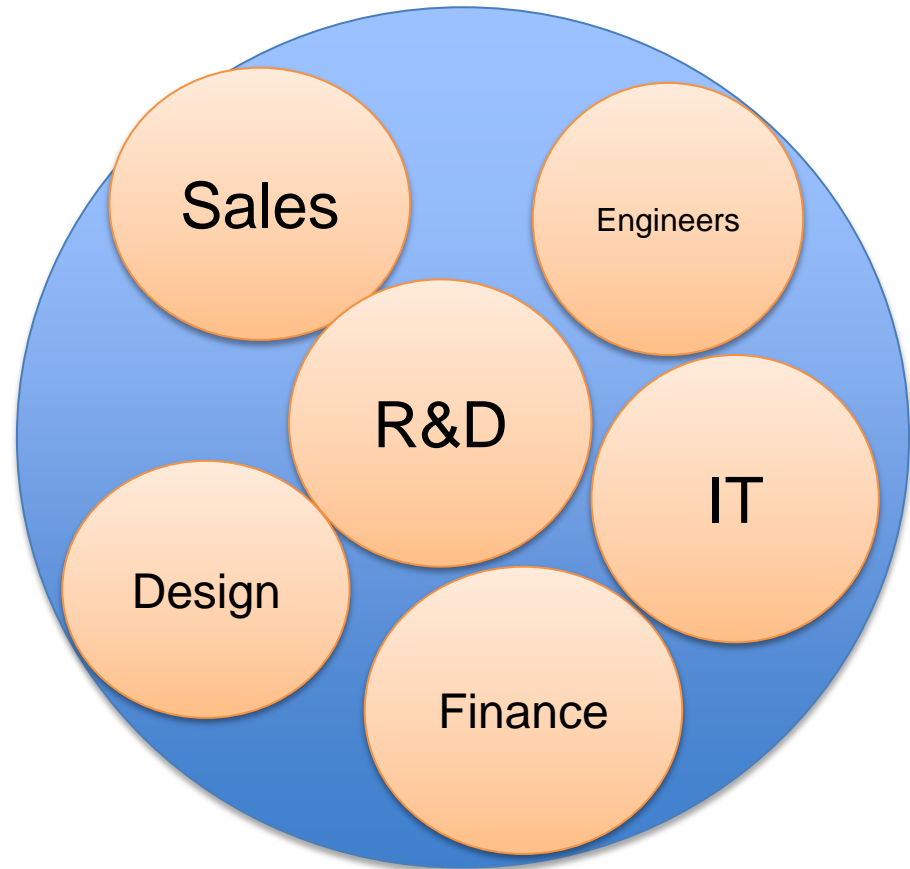


Hint: customers = candidates, books = jobs



What is a Talent Pool?

A group of qualified people that share a common skill set and/or geography



Do Engineers value the same thing as Designers?



Hint: of course not!

Does a 35 yr old female with three kids and a dog likely want the same car as an 18 yr old male heading to college?



*So why in recruiting do we
treat them the same?*



Group Exercise: Step 1

*Choose one talent pool you'd
like to build*

Example: audio engineers

Group Exercise: Step 2
Employee Value Proposition

Come up with two definitive things the talent pool VALUES

Example: education/learning, innovation

*Group Exercise: Step 3
Employer Value Proposition*

*Align two employer VALUES
with the employee values in
Step 2*

**Example: we provide specific mentoring programs and
produce the most innovative products**

How will we identify & attract the talent?

Direct
Sourcing

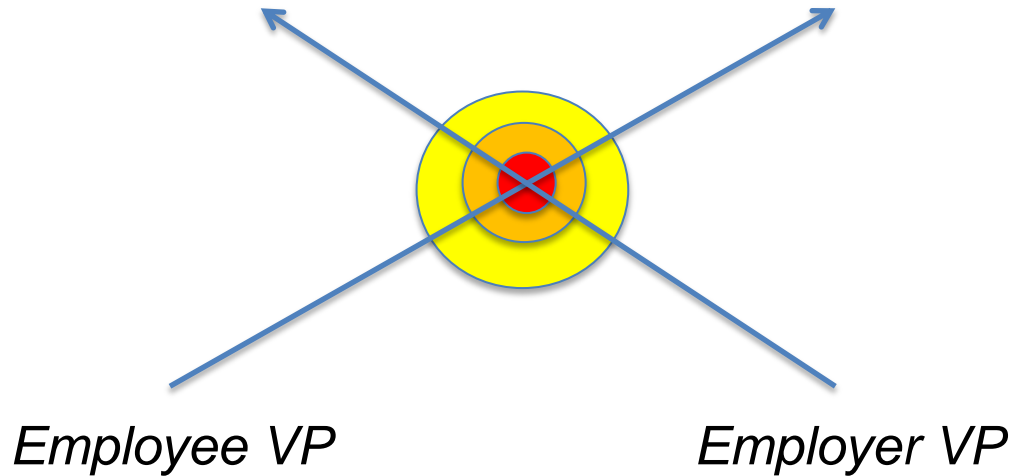
Competitor
Analysis

Existing
Communities

Portals

Referrals

Craft messages and media that align to the intersection of EVP's



One message does NOT fit all and SHOULD not

Segmenting Your Talent Pool

Suspects

- Present VP
- Get Feedback on your VP
- Confirm VP & Align
- Gauge level of Interest
- Gain commitment to join Talent Pool

**Stay In Touch
(4-6 weeks)**

Prospects

- Validate Career & Professional Preferences
- Validate Competencies, Behaviours, Skills, Experience
- Organisation & Role
- Match Present / Future Roles & Value Proposition
- Match Career & Professional Preferences

**Stay In Touch
(4-6 weeks)**

Candidates

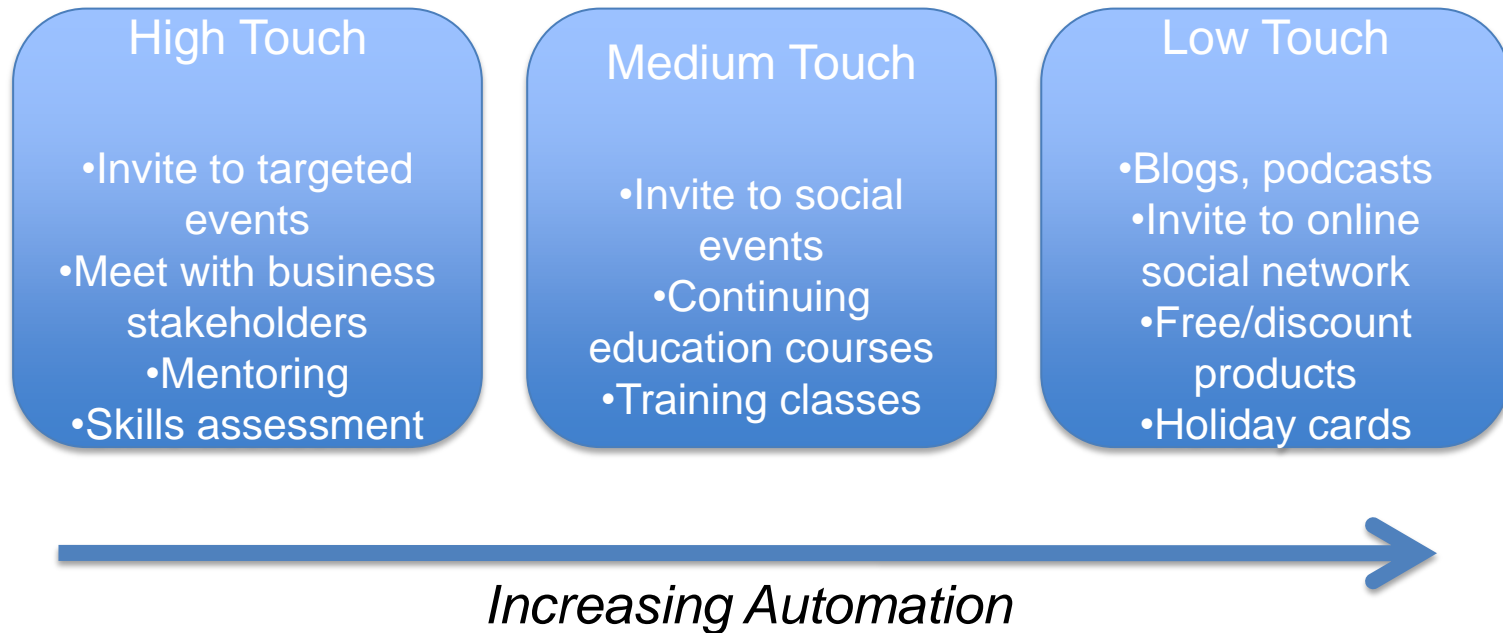
- Validate Fit, \$, Location, Availability, Skills and Experience
- Motivation
- Present to Hiring Manager

Relationship

Group Exercise: Step 4

*Develop an attraction strategy
for finding and building the
talent pool*

Example: map sources/communities, build relevant micro-site to capture leads, targeted SEM across the web, etc.



Group Exercise: Step 5

Develop three CRM Tactics

Example: create an external mentoring program, build open-source innovation community online

A look at the CRM and some examples

ROI – The Value of Talent Pools

- Aligns recruiter with proactive recruiting behaviors
- Builds an external talent asset for the company allowing recruiting to scale with business growth
- Provides more in-depth assessment of candidates and of the organization, improving overall quality
- Better leverages adaptable technology to experiment and continuously optimize
- Uses a recruiter's time more efficiently (is disposition-ing applicants really “recruiting”?)
- Aligns strategically with the business
- Over time, enhances the employer brand
- Provides a much better candidate experience

Q & A

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